

COMMUNITY HEALTH PROMOTION SPECIALIST I
COMMUNITY HEALTH PROMOTION SPECIALIST II

Class No. 004821
Class No. 004822

DEFINITION:

To plan, design, implement and evaluate comprehensive public health education programs, community health education and health promotion programs; and to perform related work as required.

DISTINGUISHING CHARACTERISTICS:

Community Health Promotion Specialists prepare comprehensive, technical education programs and materials for a wide variety of audiences on a wide variety of health topics. They are also distinguished by the need for specialized and advanced education in public health, public health education promotion and community health education.

Community Health Promotion Specialist I:

Community Health Promotion Specialist I is the entry and first working level class in the Community Health Promotion Specialist class series. Under direct supervision, incumbents learn to perform progressively more difficult and responsible duties in the design, planning and implementation of public health programs. A Community Health Promotion Specialist I assists higher classes and works with increasing independence on programs requiring greater sensitivity and technical knowledge.

Community Health Promotion Specialist II:

Community Health Promotion Specialist II is the journey level class in the class series. Under general supervision, incumbents independently perform program design, implementation and planning, and may act as project leaders for less experienced public health education staff. The Community Health Promotion Specialist II is distinguished from the next higher class, Supervising Community Health Promotion Specialist, in that the latter is a first level supervisor with responsibility for public health education programs and staff.

EXAMPLES OF DUTIES :

Develops, coordinates, implements, monitors and evaluates comprehensive community public health education programs designed to meet the needs of ethnic and cultural groups; designs, develops, implements and analyzes results of evaluation tools to assess the community's public health education needs; identifies the need for, and develops, coordinates and conducts in-service training on public health issues to health care, social service, and community groups; confers with county and municipal officials, community leaders, supervisory personnel and agency chiefs regarding public health education issues; provides technical assistance and consultation to community agencies, health care organizations, schools, industries and other community groups; develops and prepares appropriate written materials for the agency, including reports, educational pamphlets, brochures and posters; plans, writes, coordinates and/or edits public health information materials related to assigned program areas for use by media; interprets department's services to interested groups and organizations.

Community Health Promotion Specialist II:

All of the duties listed above and: initiates, coordinates, implements and evaluates public health education projects, grants and studies; maintains liaison and coordinates activities with state and local health officials; serves on community advisory boards; provides direction to less experienced public health education and support staff on a project basis; and may recruit, train and supervise field placement students and community volunteers.

MINIMUM QUALIFICATIONS:

Knowledge Level: T = Thorough; G = General; -- = Not Applicable

Classification Level: I = Community Health Promotion Specialist I
 II = Community Health Promotion Specialist II

Knowledge of:

<u>I</u>	<u>II</u>	
G	T	Philosophy and principles of community health and community health promotion and education.
G	T	Theoretical and research findings concerning the process of learning, behavior change and communication.
G	T	Principles and theories of community change, development and organization.
G	T	Methods of communication analysis to identify communication patterns, leadership and decision-making mechanisms in families and community groups.
G	T	Principles of public speaking.
G	T	Basic aspects of research methodology, including study design, statistical concepts and methods of collecting and analyzing data.
G	T	Community health areas of concern, such as maternal and child health, communicable disease control and environmental health protection.
G	T	Design and use of printed materials and audio-visual aids.
G	G	Recent developments in public health and health care.
G	G	Public health-related areas of concern, such as maternal and child health and communicable diseases.
G	G	Recent developments in community health and health care.

Skills and Abilities to:

The following skills and abilities apply to both classes:

- Develop, organize, coordinate, direct and evaluate comprehensive community health promotion and education programs.
- Develop a wide range of educational materials, including pamphlets, flyers, posters, news releases and audio-visual materials.
- Communicate effectively, both orally and in writing.
- Provide community health promotion consultation to key community leaders, administrators, health and social service professionals, schools, industries, hospitals, and other community groups.
- Motivate communities and groups towards positive health change.
- Identify and obtain support of community leaders for public health programs.
- Work effectively with and adapt educational programs to diverse ethnic and cultural populations.

Community Health Promotion Specialist II (in addition to the above):

- Design evaluation studies and analyze results.
- Provide recommendations for the development of overall community health promotion and education goals and objectives, and provide ongoing evaluation of these goals and objectives.
- Develop grant proposals, board letters, and other official documents.
- Initiate and maintain liaison with appropriate state and local groups.
- Orient, train, and direct on a project basis the work of less experienced community health promotion and education staff, field placement students and community volunteers.

EDUCATION/EXPERIENCE:

Education, training and/or experience which clearly demonstrates possession of the knowledge, skills and abilities

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stated above. Examples of qualifying education/experience are: a master's degree in public health with specialization in public health education, community health education or health promotion from a program accredited by the Council on Education for Public Health (California Administrative Code, Title 17, Section 1303), AND:

Community Health Promotion Specialist I:

No experience required.

Community Health Promotion Specialist II:

1. One (1) year of experience as a Community Health Promotion Specialist I in the County of San Diego; OR,
2. One (1) year of full-time (post-graduate) experience in public health education, community health education or health promotion preferably in a local public health department, equivalent to the kind and level of work of a Community Health Promotion Specialist I in the service of the County of San Diego.

SPECIAL NOTES, LICENSES, OR REQUIREMENTS:

Notes:

Proficiency in Spanish language and grammar is highly desirable.

Some positions in this class will be hired for the county's "No Smoking" campaign.

License:

A valid California Class C driver's license is required at time of appointment or the ability to arrange necessary transportation for field travel. Employees in this class may be required to use their personal vehicle.

Certificate:

A Certified Health Education Specialist (CHES) certificate is highly desirable by the time of appointment.

Physical Requirements:

Lifts and transports up to 50 lbs. (i.e., audio-visual equipment, educational pamphlets, flyers and various materials).

Probationary Period:

Incumbents appointed to permanent positions in both of these classes shall serve a probationary period of twelve (12) months (Civil Service Rule 4.2.5).